

CARIBBEAN AREA 2002 FARM BILL ROLLOUT PLAN (REV 05/06/02)

Overall Strategic Aim:

- To ensure that all private land-users with conservation needs have access to/are provided with information, which enables them to access conservation programs, which might assist them in meeting those, needs.

Objectives: Our objectives are:

- All public information will be accessible, easy to understand, available in a variety of programs and based on the Caribbean Area needs.
- A customer service approach will be adopted to ensure that the information provided is according to customer needs.
- Standards are set – and action taken to maintain them – for every aspect of public information work.

Purpose of the Plan:

- The Plan is a public information development tool.
- Will assist NRCS staff in the Caribbean Area to work towards a coordinated implementation strategy.

Steering Group:

- Champion: Juan A. Martinez, Director
- Plan Facilitators:
 1. Becky Fraticelli, Public Affairs Specialist
 2. Carlos Hernandez, Outreach/CR/Partnership Coordinator
 3. Manual Roman, Assistant Director
 4. District Conservationists
 5. RC&D Coordinators

Public Information Guidelines:

- Identifying Public Needs for Information
- Information Provision
- Media and Public Relations

CARIBBEAN AREA 2002 FARM BILL ROLLOUT PLAN

(REV 05/06/02)

Implementation and Accountability:

- We will show our accountability and openness by publishing this Plan on our Website and Action List, which details the tasks, which are required for the staff, engaged in the information work.
- This will enable us to demonstrate the progress we are making and enable our partners and the public to raise issues using our e-mail feedback system.

Revision and/or Amendments: The Plan will be revised on a bi-weekly basis.

PART I PRIOR TO APPROVAL

	ACTION	TIME TABLE	PROGRESS ¹	PERSON RESPONSIBLE
1.	Communicate Conservation Provisions and Expected workload			
1.1	Conservation Partnership	January-May 2002	100%	Juan A. Martínez
1.2	District Conservationists and RC&D Coordinators	January-May 2002	100%	Manuel Román
1.3	State Technical Committee	January-May 2002	100%	Juan A. Martínez
1.4	Clarify District Conservationists responsibilities	January-February 2002	100%	Manuel Román
1.5	Issue CB Bulletin to remind NRCS Staff on the difference Between the Local Work Groups and the Locally Led-Process.	April 2002		Juan A. Martínez

CARIBBEAN AREA 2002 FARM BILL ROLLOUT PLAN**(REV 05/06/02)**

	ACTION	TIME TABLE	PROGRESS ²	PERSON RESPONSIBLE
2.	Communicate Conservation Provisions and expected workload.			
2.1	Assessment of information needs to clarify the audience, which require public information.	March-April 2002	60%	Becky Fraticelli
2.2	Audience Groups: <ul style="list-style-type: none"> • General public citizens • Potential users • Current users • Other Federal, Commonwealth and territorial agencies • Other organizations, statutory and voluntary 	March-April 2002	50% (Pending approval of 2002 Farm Bill and Fact Sheets in Spa.h/Eng.)	Becky Fraticelli
2.3	Post Action Plan in the Web Page	April 18 2002	100%	Edgar Díaz
2.4	Particular Needs: <ul style="list-style-type: none"> • People with impairments and disabilities • Ethnic minority groups 	April-May 2002	50%	Becky Fraticelli District Conservationists RC&D Coordinators

CARIBBEAN AREA 2002 FARM BILL ROLLOUT PLAN

(REV 05/06/02)

	ACTION	TIME TABLE	PROGRESS ³	PERSON RESPONSIBLE
3.	Translation and interpretations of information material for Spanish speaking customers.			
3.1	Coordinate efforts with the Deputy Chief for Programs.	March-April 2002	100%	Juan A. Martinez
3.2	Coordinate translation services with the Interamerican University, San German Campus Note: Services cancelled 04/12/02	April 2002	100%	Carlos Hernández
3.3	Translation of material by NRCS Staff.	April 15-21, 2002	100%	Becky Fraticelli Carlos Hernández Edwin Más
3.4	Review translated material	April 18- 30 2002	100%	Juan Martínez
3.5	Submit material to NHQ	April 2002	75%	Juan Martínez
3.6	Coordinate reproduction of 2002 Farm Bill Spanish Publications for distribution to Caribbean Area Field Offices	May 2002	25% (Contact w/printer and local prices obtained on 5/06/02)	Becky Fraticelli

CARIBBEAN AREA 2002 FARM BILL ROLLOUT PLAN**(REV 05/06/02)****PART 1I - AFTER APPROVAL**

	ACTION	TIME TABLE	PROGRESS ⁴	POC
4.	Provide support to field staff & others			
4.1	Develop information packets for all offices, media and other interest groups	April-June 2002	(Pending approval of 2002 Farm Bill and Fact Sheets in Spa.h/Eng.)	Becky Fraticelli
4.2	Educate public on the 2002 Farm Bill Conservation Title (PR & USVI) <ul style="list-style-type: none"> • Conservation Partners • Commonwealth and Territorial Government Officials, Local Legislature • Farmer's Organizations 	April-September 2002	(Pending approval of 2002 Farm Bill and Fact Sheets in Spanish/English)	Steering Group
4.3	Orientation of NRCS CB Staff of the approved Conservation Title	April-June 2002	(Pending approval of 2002 Farm Bill and Fact Sheets in Spa.h/Eng.)	Steering Group District Conservationists
4.4	Orientation to Local Working Groups	April-June 2002	Pending approval of 2002 Farm Bill and Fact Sheets in Spa.h/Eng.)	Becky Fraticelli
4.5	Contact local media (PR/USVI) <ul style="list-style-type: none"> • Press Conferences • Information Support 	April - June2002	Pending approval of 2002 Farm Bill and Fact Sheets in Spa.h/Eng.)	Becky Fraticelli
4.6	Develop Marketing Plan Promote private/public partnership	April 2002	Pending approval of 2002 Farm Bill and Fact Sheets in Spa.h/Eng.)	Becky Fraticelli
4.7	Revise CB Homepage and general information pages on-line with the new 2002 Farm Bill	May 2002	Pending approval of 2002 Farm Bill and Fact Sheets in Spa.h/Eng.)	Outside Contractor